

**PROJECT FOR EXCELLENCE IN JOURNALISM AND THE ECONOMIST
2012 MOBILE NEWS SURVEY**

June 29-August 8, 2012

N=9513 adults

N=2013 tablet users; N=3947 smartphone owners

N=810 tablet news users; N=1075 smartphone news users

ASK ALL:

Q.1 Do you happen to have each of the following, or not?

	<u>Yes</u>	<u>No</u>	<u>No answer¹</u>
a. A cell phone that is also a smartphone, such as an iPhone, Android, Blackberry or Windows phone			
June 29-Aug 8, 2012	44	56	*
Jan 12-29, 2012	44	43	13
b. A tablet computer, such as an iPad, Samsung Galaxy, Motorola Xoom or Kindle Fire			
June 29-Aug 8, 2012	22	78	*
Jan 12-29, 2012	18	81	1
July 15-30, 2011	11	89	1

ASK ALL:

Q.1 Do you happen to have each of the following, or not? A tablet computer, such as an iPad, Samsung Galaxy, Motorola Xoom or Kindle Fire

ASK ALL:

Q.2 Does anyone else in your household have a tablet computer?

June 29-Aug 8

2012

%

22	Own a tablet
7	Yes, others in household have a tablet
15	No other tablets in household
*	No answer
78	Do not own a tablet
8	Yes, others in household have a tablet
69	No other tablets in household
*	No answer
*	No answer
30	<i>NET Tablet in household</i>

ASK IF ANYONE ELSE HAS TABLET IN HOUSEHOLD (Q.2=1):

Q.2a How many tablet computers in total **[IF Q1b=1: including your own]** do you have in your household?

BASED ON ALL TABLET OWNERS AND THOSE WHO HAVE TABLETS IN HH [N=2806]:

June 29-Aug 8

2012

%

77	1 tablet computer
49	Owned by respondent
23	Owned by someone else in household
18	2 tablet computers
4	3 or more tablet computers
1	No answer

¹ In the current web survey, "No answer" indicates respondents who skipped a question or left it blank. All previous trends are from phone surveys where respondents could volunteer "Don't know" or refuse to answer the question; those figures are shown under the "No answer" option for trends presented here. No answer has a value of -1, as seen in filters.

RESPONDENTS WHO DID NOT OWN A SMARTPHONE OR TABLET WERE TERMINATED AFTER Q2A. ALL OWNERS OF EITHER DEVICE WERE ASKED QUESTIONS 14 AND 54. 45% OF SMARTPHONE OWNERS, INCLUDING THOSE WHO ALSO OWNED A TABLET, WERE RANDOMLY SELECTED TO CONTINUE WITH THE QUESTIONNAIRE. ALL TABLET ONLY OWNERS RECEIVED THE FULL QUESTIONNAIRE. SAMPLE SIZES FOR THOSE WHO CONTINUED AVAILABLE ON EACH QUESTION.

ASK IF NOT A TABLET OWNER (Q.1b=-1,2) [N=848]:

Q.3 Do you plan to get a tablet computer for yourself in the next six months, or not?

June 29-Aug 8

2012

%

23	Yes, plan to get a tablet
77	No, do not plan to get a tablet
*	No answer

ASK IF SOMEONE ELSE IN HHL D HAS TABLET, NOT RESPONDENT (Q.2=1 AND Q.1B=-1,2) [N=742]:

Q.4 How often do you use any of the tablet computers in your household?

June 29-Aug 8

2012

%

12	Several times a day
8	About once a day
12	A few times a week
9	About once a week
30	Less often
28	Never
0	No answer

NO QUESTIONS 5-9

ASK IF TABLET OWNER (Q.1b=1) [N=1080]:

Next, thinking about your tablet computer...

Q.10 When did you purchase or receive your tablet computer? [OPEN-ENDED]

June 29-Aug 8

2012

%

28	Less than 6 months ago
38	6-11 months ago
17	12-18 months ago
14	19 months ago or more
2	No answer

NO QUESTION 11

ASK IF TABLET OWNER (Q.1b=1) [N=2064]:

Q.12 How often do you use your tablet?

June 29-Aug 8

2012

%

47	Several times a day
21	About once a day
17	A few times a week
6	About once a week
7	Less often
3	Never
0	No answer

June 30-July 31

2011

%

58
18
13
4
6
1
1

ASK IF TABLET USER (Q.12=1-5) [N=1069]:

Q.13 About how much time do you spend using your tablet on a typical day? (*Please use your best estimate.*) **[OPEN-ENDED]**

June 29-Aug 8 <u>2012</u> %		June 30-July 10 <u>2011</u> %	
22	Less than 1 hour	18	
55	1 to less than 3 hours	56	
14	3 to less than 5 hours	14	
6	5 or more hours	11	
1	No answer	1	

ASK IF TABLET USER (Q.12=1-5) [N=2013]:

Q.14 How often, if at all, do you use your tablet to do each of the following?

	NET At least <u>daily</u> %	<i>Several</i> <u>a day</u> %	<i>About</i> <u>a day</u> %	<i>A few</i> <u>times</u> <u>a week</u> %	<i>About</i> <u>once</u> <u>a week</u> %	NET At least <u>weekly</u> %	Less <u>often</u> %	Never %	N/A %
a. Use social networking sites like Facebook, Twitter or LinkedIn									
June 29-Aug 8, 2012	34	17	17	13	9	56	15	29	*
July 15-30, 2011	39	24	15	10	7	56	6	36	*
b. Get news, including everything from the latest headlines to in-depth articles and commentary									
June 29-Aug 8, 2012	37	17	20	15	12	64	19	16	*
July 15-30, 2011	53	29	24	16	8	77	7	16	*
c. Send or receive email									
June 29-Aug 8, 2012	44	25	19	14	7	65	15	19	1
July 15-30, 2011	54	36	18	12	6	72	9	19	*
d. Play games									
June 29-Aug 8, 2012	34	18	17	16	10	60	19	21	*
July 15-30, 2011	30	16	14	15	11	56	10	33	*
e. Watch movies or video									
June 29-Aug 8, 2012	12	5	7	15	11	38	31	31	*
July 15-30, 2011	13	6	7	17	14	44	20	37	*
f. Read books									
June 29-Aug 8, 2012	18	8	10	14	20	43	26	32	*
July 15-30, 2011	17	8	9	12	9	38	14	48	*
g. Read magazines									
June 29-Aug 8, 2012	6	2	4	9	7	22	24	54	*
July 15-30, 2011	7	3	4	8	7	22	15	63	*
h. Shop									
June 29-Aug 8, 2012	7	3	4	14	15	36	34	29	*

NO QUESTIONS 15-17

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:

Now, thinking specifically about the news you get on your **tablet** from any source. Again by news we mean everything from the latest headlines to in-depth articles and commentary.

Q.18 In general do you find that you spend ...? **[RANDOMIZE 1 AND 2]**

June 29-Aug 8		July 15-30
<u>2012</u>		<u>2011</u>
%		%
31	More time getting news now that you have a tablet	30
12	Less time getting news now that you have a tablet	4
	About the same amount of time as you did	
57	before you had a tablet	65
1	No answer	*

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:

Q.19 About how much time do you spend getting news on your tablet on a typical ...? (*Please use your best estimate.*) **[OPEN-ENDED]**

a. Weekday

b. Weekend day

June 29-Aug 8

June 29-Aug 8

2012

2012

%

%

6	None
10	Less than 15 minutes
21	15-29 minutes
17	30-44 minutes
4	45-59 minutes
21	1 hour to less than 1 ½ hours
4	1 ½ hours to less than 2 hours
7	2 hours to less than 3 hours
9	3 hours or more
1	No answer
58	Mean # of minutes ²

13	None
9	Less than 15 minutes
17	15-29 minutes
20	30-44 minutes
2	45-59 minutes
18	1 hour to less than 1 ½ hours
2	1 ½ hours to less than 2 hours
9	2 hours to less than 3 hours
8	3 hours or more
2	No answer
57	Mean # of minutes

² Means exclude outliers of 5 hours (300 minutes) or more.

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:

Q.20 On a typical weekday and weekend day, when do you usually get news on your tablet? (*Please check all that apply*).

	June 29-Aug 8, 2012	
	<u>Weekday</u>	<u>Weekend day</u>
	%	%
NET: Get news in one time period per day	56	55
NET: Get news in more than time period per day	38	34
No answer	6	12

BASED ON THOSE WHO GET NEWS ONCE PER WEEKDAY/WEEKEND:

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	18	12
b. In the morning (8 a.m. – 12 p.m.)	21	27
c. In the afternoon (12 p.m. – 5 p.m.)	12	22
d. In the evening (5 p.m. – 9 p.m.)	39	25
e. Late at night (after 9 p.m.)	11	14
	[N=459]	[N=450]

BASED ON THOSE WHO GET NEWS MORE THAN ONCE PER WEEKDAY/WEEKEND:

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	56	28
b. In the morning (8 a.m. – 12 p.m.)	43	61
c. In the afternoon (12 p.m. – 5 p.m.)	36	49
d. In the evening (5 p.m. – 9 p.m.)	66	68
e. Late at night (after 9 p.m.)	50	54
	[N=312]	[N=275]

Percentages represent the proportion of all weekly tablet news users who selected each answer. Figures add to more than 100% for those who get news more than once a day.

ASK IF MORE THAN ONE IN SELECTED FOR 'WEEKDAYS' IN Q.20

Q.21a On a typical weekday, when do you get news on your tablet MOST often?

ASK IF MORE THAN ONE IN SELECTED FOR 'WEEKEND DAY' IN Q.20

Q.22a On a typical weekend day, when do you get news on your tablet MOST often?

BASED ON THOSE WHO GET NEWS MORE THAN ONCE A DAY:

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
34	10	Early in the morning (before 8 a.m.)
13	28	In the morning (8 a.m. – 12 p.m.)
9	22	In the afternoon (12 p.m. – 5 p.m.)
27	25	In the evening (5 p.m. – 9 p.m.)
16	15	Late at night (after 9 p.m.)
1	1	No answer
[N=317]	[N=275]	

ASK IF ANY IN SELECTED FOR 'WEEKDAYS' IN Q.20

Q.21b On a typical weekday, where do you tend to be when you get news on your tablet [INSERT ANSWER FROM Q.20 FOR WEEKDAY IF CHOSEN ONLY ONE OR ANSWER IN Q.21A; IF Q21A IS REFUSED- SHOW WITHOUT ANY INSERT]?

ASK IF ANY IN SELECTED FOR 'WEEKEND DAY' IN Q.20

Q.22b On a typical weekend day, where do you tend to be when you get news on your tablet [INSERT ANSWER FROM Q.20 FOR WEEKEND DAY IF CHOSEN ONLY ONE OR ANSWER IN Q.21B; IF Q21B IS REFUSED- SHOW WITHOUT ANY INSERT]?

BASED ON WEEKLY TABLET NEWS USERS WHO GET NEWS ON WEEKDAY/WEEKENDS:

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
85	92	At home
11	4	At work
3	2	Commuting or in transit (e.g. by car, train, or bus)
1	1	Somewhere else
*	2	No answer
[N=771]	[N=725]	

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:

Q.23 Is the news you get on your tablet...?

June 29-Aug 8	
<u>2012</u>	
%	
55	Mostly just replacing news you would have gotten in other ways
43	Also adding to the overall amount of news you consume
1	No answer

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:

Q.24 Do you have any news apps or applications on your tablet, or not?

June 29-Aug 8		July 15-30
<u>2012</u>		<u>2011</u>
%		%
48	Yes, have news apps	62
46	No, do not have apps	36
5	Not sure if have news apps	-
1	No answer	2

ASK IF HAVE NO APPS (Q.24=2-3) [N=310]:

Q.24a Apps or applications are software you may download or come already loaded on your tablet. They appear as icons on your screen, separate from your browser. Do you have any of these?³

June 29-Aug 8	
<u>2012</u>	
%	
71	Yes, do have apps
28	No, do not have any of these
1	No answer
70	NET: % of tablet news users who have news apps (Q24=1 or Q24a=1)

³ Q.24a was added midfield, after 171 tablet news users had already been interviewed.

ASK IF HAVE NEWS APPS ON TABLET (Q.24=1 OR Q.24a=1):

Q.25 Do you get news on your tablet...?

BASED ON ALL WEEKLY TABLET NEWS USERS [N=810]:

June 29-Aug 8		July 15-30
<u>2012</u>		<u>2011</u>
%		%
60	Mostly through a web browser ⁴	40
23	Mostly through an app	21
16	Both equally	31
2	No answer	8 ⁵

BASED ON TABLET NEWS USERS WHO SAID THEY HAD APPS IN Q24 (Q24=1) [N=401]:

June 29-Aug 8	
<u>2012</u>	
%	
25	Mostly through a web browser
45	Mostly through an app
31	Both equally
*	No answer

ASK IF HAVE NEWS APPS ON TABLET (Q.24=1 OR Q.24a=1) [N=606]:

Q.26 In choosing to get news from an app on your tablet, which of the following is more important to you? **[RANDOMIZE 1 AND 2]**

June 29-Aug 8	
<u>2012</u>	
%	
58	A traditional "print-like" experience
41	Interactive components with audio, video or other graphical features
1	No answer

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:

Q.27 How many sources or apps do you use regularly to get news on your tablet? (*Please give your best estimate.*) **[OPEN-ENDED]**

June 29-Aug 8		July 15-30
<u>2012</u>		<u>2011</u>
%		%
13	None	5
20	1 source or app	20
31	2 sources or apps	23
17	3 sources or apps	22
8	4 sources or apps	9
6	5 sources or apps	9
3	6 or more sources or apps	10
2	No answer	3

⁴ Those who do not have apps are included with getting news mostly through a web browser.

⁵ In the July 15-30, 2011, no answer also included respondents who indicated they got news on neither a web browser or app (7%).

ASK IF GET NEWS FROM SOME SOURCES REGULARLY (Q.27=1-99 OR Q.27F=1) [N=730]:

Q.27a Please name the sources or apps you use most often to get news on your tablet. Type in the names of the sources you use most often. **[OPEN-ENDED]**

June 29-Aug 8

2012

%

45 Cable TV
 25 CNN
 16 Fox News
 6 MSNBC
 5 ESPN
 1 The Weather Channel
 1 CNBC
 2 Cable other
30 Newspapers
 10 The New York Times
 9 USA Today
 4 Wall Street Journal
 1 International newspapers
 1 Local newspapers
 1 Washington Post
 10 Newspapers other
24 Browser/Search Engine
 12 Yahoo, non-specific
 7 MSN
 5 Google, non-specific
 3 AOL
 1 Comcast
 1 Safari
 3 Browser other
20 Online
 3 Yahoo
 3 Huffington Post
 3 Facebook
 2 Drudge Report
 2 Google News
 1 Politico
 1 Twitter
 1 AOL
 1 TMZ.com
 7 Online other
19 Network TV
 11 Local network
 6 ABC
 3 NBC
 1 CBS
 * Network other
7 Tablet News Services
 2 Pulse
 1 Flipboard
 1 Google Reader
 1 Reeder
 * Tablet news service other
4 Wire Services
 3 Associated Press
 1 Bloomberg
 * Wire other
3 International Broadcast
 2 BBC
 * International broadcast other

June 29-Aug 8

2012

%

2 Magazine
 1 Time
 2 Magazine other
2 Radio
 2 NPR
 1 Radio other
 7 Other
 9 None/No answer

Figures do not add to 100% because multiple responses were allowed.

Q.27a TREND FOR COMPARISON...

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4):

Which sources or apps do you use most often to get news on your [iPad/tablet/tablets]?

[OPEN-ENDED; RECORD UP TO FIVE RESPONSES; PROBE ONCE FOR ADDITIONAL MENTIONS; IF RESPONDENT MENTIONS SAFARI, CHROME OR INTERNET BROWSER GENERALLY, PROBE FOR SPECIFIC SOURCES]

July 15-30 <u>2011</u> %		July 15-30 <u>2011</u> %	
49	Newspapers	7	Wire Services
16	New York Times	3	Associated Press
9	Local newspapers	2	Bloomberg
8	USA Today	2	Reuters
8	Wall Street Journal	7	Aggregator
5	Washington Post	3	Flipboard
1	Financial Times	2	Pulse
1	International Newspapers other	3	Aggregator other
1	The Guardian	7	International Broadcast
1	Newspapers other	5	BBC
48	Cable TV	1	Al Jazeera
25	CNN	1	International broadcast othe
12	Fox News	6	Magazines
5	MSNBC	2	Economist
2	The Weather Channel	1	Time
1	CNBC	*	U.S. News & World Report
1	ESPN	3	Magazines other
1	Cable other	4	Other
26	Online	1	Local other
5	Huffington Post	6	None/no answer
4	Drudge Report	4	Don't know/refused
2	Google News		
2	AOL News		
1	The Daily		
1	Politico		
1	Yahoo		
1	Twitter		
1	Slate.com		
1	Facebook		
*	Engadget		
7	Online other		
24	Internet browser		
10	Browser (non-specific)		
8	Yahoo (non-specific)		
5	Google (non-specific)		
1	Yahoo search/browser		
*	Google search/browser		
15	Network TV		
6	ABC		
6	Local Network		
2	NBC		
1	CBS		
1	Network other		
8	Radio		
5	NPR		
2	Local radio		
*	Radio other		

Figures do not add to 100% because multiple responses were allowed.

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:

Q.28 Do you regularly get news from NEW sources on your tablet that you did not get news from before you had your tablet?

June 29-Aug 8 <u>2012</u>		July 15-30 <u>2011</u>	
%		%	
31	Yes, regularly get news from new sources	33	
68	No, do not get news from new sources	66	
1	No answer	1	

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:

Q.29 Have you ever paid, in any way, to get news on your tablet?⁶

June 29-Aug 8 <u>2012</u>		July 15-30 <u>2011</u> ⁷	
%		%	
6	Yes, have paid	14	
94	No, have not paid	85	
*	No answer	1	

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=407]

Q.30 When getting news on your tablet, how often, if at all, do you do each of the following?

[RANDOMIZE ORDER OF A-C FOLLOWED BY D-F]

ASK IF REGULARLY TO ANY IN Q.30 (Q.30a-f=1):

Q.31 Do you tend to do each of these regular activities on your tablet daily, or not? **[SHOW IN SAME ORDER AS Q.30]**

BASED ON WEEKLY TABLET NEWS USERS [N=810]:

	<u>Daily</u>	<u>Regularly</u>	<u>Sometimes</u>	Hardly <u>ever</u>	<u>Never</u>	<u>No answer</u>
	%	%	%	%	%	%
a. Check headlines						
June 29-Aug 8, 2012	49	57	35	6	2	1
July 15-30, 2011	--	52	30	11	6	*
b. Read in-depth articles						
June 29-Aug 8, 2012	19	21	52	21	5	*
July 15-30, 2011	--	42	40	12	6	*
c. Watch news videos						
June 29-Aug 8, 2012	7	9	45	31	15	*
July 15-30, 2011	--	16	35	29	20	*
d. Share news through email or social networking						
June 29-Aug 8, 2012	6	7	25	29	39	*
July 15-30, 2011	--	16	25	18	41	*
e. Receive news through email or social networking						
June 29-Aug 8, 2012	11	13	26	28	32	1
f. Post comments						
June 29-Aug 8, 2012	2	3	13	27	55	1

⁶ Before August 1, 2012, question read "Have you ever paid to get news or news apps on your tablet?" and was changed mid field period.

⁷ In 2011, question read "Have you ever paid to get news or news apps on your tablet?"

ASK IF NEVER WATCH NEWS VIDEOS (Q.30c=4) [N=116]:

Q.32 Why is it that you don't ever watch news videos on your tablet?

June 29-Aug 8

2012

%

25	Do not like or do not care to watch news videos
23	Prefer to watch news videos on other device (television, laptop/desktop computer)
11	Device not compatible with playing news videos (Wi-Fi, Flash)
7	Do not have time to watch news videos
6	Prefer to read news articles
4	Do not know how to watch videos on tablet
1	Do not like news video ads
1	Poor sound quality
6	Other
3	Don't know

NO QUESTIONS 33-34

ASK IF CHECK HEADLINES ON TABLET REGULARLY/SOMETIMES (Q.30a=1,2) [N=752]:

Q.35 When checking headlines on your tablet, how often do you go to and read one or more articles?

June 29-Aug 8

2012

%

17	Almost all of the time
52	A fair amount of the time
30	Just a little of the time
1	None of the time
*	No answer

ASK IF READ IN-DEPTH ARTICLES ON TABLET REGULARLY/SOMETIMES (Q.30b=1,2) [N=610]:

Now, thinking about the longer, in-depth articles and analysis you read on your tablet...

Q.36 How many articles do you tend to read during a session?

June 29-Aug 8

2012

%

21	1 article
61	2-3 articles
11	4-5 articles
6	More than 5 articles
1	No answer

ASK IF READ IN-DEPTH ARTICLES ON TABLET REGULARLY/SOMETIMES (Q.30b=1,2) [N=610]:

Q.37 How often are these longer, in-depth articles that you read ones you were not initially looking for?

June 29-Aug 8

2012

%

17	Very often
55	Somewhat often
26	Not very often
2	Never
1	No answer

ASK IF READ IN-DEPTH ARTICLES ON TABLET REGULARLY/SOMETIMES (Q.30b=1 OR 2)

[N=610]:

Q.38 When you read longer, in-depth articles on your tablet, do they...? **[RANDOMIZE 1 AND 2]**

June 29-Aug 8

2012

%

60 Mostly appear in a few specific publications you regularly keep up with
 39 Tend to come from a wide range of different publications
 2 No answer

ASK IF IN-DEPTH ARTICLES MOSTLY APPEAR IN A FEW PUBLICATIONS (Q.38=1) [N=341]:

Thinking about the publications you turn to regularly on your tablet ...

Q.39 How often do you read longer, in-depth articles from these publications?

June 29-Aug 8

2012

%

13 Several times a day
 31 About once a day
 33 A few times a week
 14 About once a week
 9 Less often
 1 No answer

ASK IF IN-DEPTH ARTICLES MOSTLY APPEAR IN A FEW PUBLICATIONS (Q.38=1) [N=341]:

Q.40 Do you also get news from these publications in any of the following ways? Please check all that apply.

June 29-Aug 8

2012

%

63 On a desktop or laptop
 30 On a cell phone
 25 In print
 14 *Did not choose any answer choices*

Figures add to more than 100% because respondents were able to select more than one answer. Percentages represent the proportion of weekly tablet news users who read in-depth articles from mostly a few publications that selected each answer.

ASK IF READ IN-DEPTH ARTICLES ON TABLET REGULARLY/SOMETIMES (Q.30b=1,2) [N=610]:

Q.41 How many, if any, of the longer, in-depth articles you read on your tablet, are...?

	Most of <u>them</u> %	Some of <u>them</u> %	Just a few <u>them</u> %	None of <u>them</u> %	<u>No answer</u>
a. Related to your work or career June 29-Aug 8, 2012	6	30	31	32	1
b. Just for your own personal interest June 29-Aug 8, 2012	56	35	9	*	1

ASK IF READ IN-DEPTH ARTICLES ON TABLET REGULARLY/SOMETIMES (Q.30b=1,2) [N=610]:

Q.42 How many, if any, of the longer, in-depth articles you read tend to be things that have been recommended to you by friends or family members?

June 29-Aug 8	
<u>2012</u>	
%	
3	Most of them
20	Some of them
38	Just a few of them
38	None of them
*	No answer

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:

Q.43 Do you ever read articles from previous issues of magazines on your tablet, or not?

June 29-Aug 8		July 15-30
<u>2012</u>		<u>2012</u>
%		%
28	Yes, read articles from previous issues of magazines	38
72	No, do not read articles from previous issues of magazines	62
*	No answer	*

NO QUESTIONS 44-45

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:

Q.46 How often, if ever, do you notice advertisements when you are getting news on your tablet?

June 29-Aug 8	
<u>2012</u>	
%	
11	Often
38	Sometimes
35	Hardly ever
15	Never
1	No answer

ASK IF EVER NOTICE ADVERTISEMENTS (Q.46=1-3):

Q.47 How often, if ever, do you touch or click on ads when getting news on your tablet?

June 29-Aug 8, 2012		
<i>Based on news users</i>	<i>Based on notice ads</i>	
%	%	
1	1	Often
13	16	Sometimes
29	35	Hardly ever
40	48	Never
1	1	No answer
16	--	<i>Do not notice ads</i>
[N=810]	[N=704]	

NO QUESTION 48

ASK IF EVER TOUCH OR CLICK ON AN ADVERTISEMENT (Q.47= 1-3) [N=372]:

Q.49 How often, if ever, do you buy things from ads when getting news on your tablet?

June 29-Aug 8, 2012		
Based on news users	Based on click ads	
%	%	
*	1	Often
7	17	Sometimes
16	37	Hardly ever
18	43	Never
1	2	No answer
57	--	Do not notice ads/Do not click on ads
[N=810]	[N=372]	

SMARTPHONE SERIES

ASK IF HAVE SMARTPHONE (Q1a=1) [N=3947]:

Next, we have a short set of questions about how you use your **cell phone**. Please include any cell phones or smartphones you have, for personal use or for work.

Q.54 How often, if at all, do you use your phone to do each of the following? **[RANDOMIZE ORDER OF A-D FOLLOWED BY E-H]**

	NET	Several	About	A few	About	NET	Less	Never	N/A
	At least	times	once	times	once	At least	often		
	daily	<i>a day</i>	<i>a day</i>	<i>a week</i>	<i>a week</i>	weekly			
	%	%	%	%	%	%	%	%	%
a. Use social networking sites like Facebook, Twitter or LinkedIn									
June 29-Aug 8, 2012	46	32	13	10	6	62	11	27	*
May 31-June 10, 2012	49	37	12	9	5	63	5	31	*
b. Get news, including everything from the latest headlines to in-depth articles and commentary									
June 29-Aug 8, 2012	36	18	18	15	10	62	18	20	*
May 31-June 10, 2012	42	26	16	13	8	63	9	28	*
c. Send or receive email									
June 29-Aug 8, 2012	61	45	16	13	6	80	10	10	*
May 31-June 10, 2012	58	46	12	12	6	76	5	19	*
d. Play games									
June 29-Aug 8, 2012	31	18	13	14	8	54	21	25	*
e. Watch movies or video									
June 29-Aug 8, 2012	8	4	4	11	12	31	25	44	*
f. Read books									
June 29-Aug 8, 2012	7	3	4	4	4	15	20	66	*
g. Read magazines									
June 29-Aug 8, 2012	4	2	2	3	4	11	19	70	*
h. Shop									
June 29-Aug 8, 2012	5	2	3	8	10	24	34	42	*

ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:

Now, thinking specifically about the news you get on your phone. Again by news we mean everything from the latest headlines to in-depth articles and commentary.

Q.55 About how much time do you spend getting news on your phone on a typical ...? (*Please use your best estimate.*) **[OPEN-ENDED]**

a. Weekday

June 29-Aug 8

2012

%

5	None
17	Less than 15 minutes
15	15-29 minutes
17	30-44 minutes
2	45-59 minutes
24	1 hour to less than 1 ½ hours
2	1 ½ hours to less than 2 hours
9	2 hours to less than 3 hours
7	3 hours or more
1	No answer
54	Mean # of minutes ⁸

b. Weekend day

June 29-Aug 8

2012

%

15	None
18	Less than 15 minutes
12	15-29 minutes
13	30-44 minutes
2	45-59 minutes
22	1 hour to less than 1 ½ hours
2	1 ½ hours to less than 2 hours
7	2 hours to less than 3 hours
6	3 hours or more
2	No answer
51	Mean # of minutes

⁸ Means exclude outliers of 5 hours (300 minutes) or more.

ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:

Q.56 On a typical weekday and weekend day, when do you usually get news on your phone? (*Please check all that apply*).

	June 29-Aug 8, 2012	
	<u>Weekday</u>	<u>Weekend day</u>
	%	%
NET: Get news in one time period per day	52	52
NET: Get news in more than time period per day	42	32
No answer	6	16

BASED ON THOSE WHO GET NEWS ONCE PER WEEKDAY/WEEKEND:

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	24	13
b. In the morning (8 a.m. – 12 p.m.)	30	32
c. In the afternoon (12 p.m. – 5 p.m.)	20	25
d. In the evening (5 p.m. – 9 p.m.)	18	18
e. Late at night (after 9 p.m.)	7	12
	[N=540]	[N=535]

BASED ON THOSE WHO GET NEWS MORE THAN ONCE PER WEEKDAY/WEEKEND:

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	50	26
b. In the morning (8 a.m. – 12 p.m.)	63	60
c. In the afternoon (12 p.m. – 5 p.m.)	56	64
d. In the evening (5 p.m. – 9 p.m.)	63	65
e. Late at night (after 9 p.m.)	44	57
	[N=467]	[N=359]

Percentages represent the proportion of all weekly phone news users who selected each answer. Figures add to more than 100% for those who get news more than once a day.

ASK IF MORE THAN ONE SELECTED FOR 'WEEKDAYS' IN Q.56:

Q.57a On a typical weekday, when do you get news on your phone MOST often?

ASK IF MORE THAN ONE SELECTED FOR 'WEEKEND' IN Q.56:

Q.58a On a typical weekend day, when do you get news on your phone MOST often?

BASED ON THOSE WHO GET NEWS MORE THAN ONCE A DAY:

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
24	11	Early in the morning (before 8 a.m.)
31	24	In the morning (8 a.m. – 12 p.m.)
25	28	In the afternoon (12 p.m. – 5 p.m.)
14	19	In the evening (5 p.m. – 9 p.m.)
7	17	Late at night (after 9 p.m.)
*	1	No answer
[N=467]	[N=359]	

ASK IF ANY SELECTED FOR 'WEEKDAYS' IN Q.56 :

Q.57b On a typical weekday, where do you tend to be when you get news on your phone [INSERT ANSWER FROM Q.56 FOR WEEKDAY IF CHOSEN ONLY ONE OR ANSWER IN Q.57A; IF Q.57A IS REFUSED – SHOW WITHOUT ANY INSERT]?

ASK IF ANY SELECTED FOR 'WEEKEND' IN Q.56:

Q.58b On a typical weekend day, where do you tend to be when you get news on your phone. [INSERT ANSWER FROM Q.56 FOR WEEKEND DAY IF CHOSEN ONLY ONE OR ANSWER IN Q.58A; IF Q.58A IS REFUSED – SHOW WITHOUT ANY INSERT]

BASED ON PHONE NEWS USERS WHO GET NEWS ON WEEKDAY/WEEKEND:

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
58	85	At home
28	8	At work
9	4	Commuting or in transit (e.g. by car, train, or bus)
3	2	Somewhere else
1	2	No answer
[N=1007]	[N=894]	

ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:

Q.59 Do you have any news apps or applications on your phone, or not?

June 29-Aug 8	
<u>2012</u>	
%	
49	Yes, have news apps
50	No, do not have news apps
1	No answer

ASK IF HAVE NEWS APPS ON SMARTPHONE (Q.59=1):

Q.60 Do you get news on your phone...?

June 29-Aug 8, 2012		
<i>Based on</i>		
<i>all phone</i>	<i>Based on</i>	
<i>news users⁹ have apps</i>		
%	%	
61	21	Mostly through a web browser
28	56	Mostly through an app
11	23	Both equally
0	0	No answer
[N=1075]	[N=579]	

ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:

Q.61 How many sources or apps do you use regularly to get news on your cell phone? (*Please use your best estimate*). [OPEN-ENDED]

June 29-Aug 8	
<u>2012</u>	
%	
3	None
33	1 source or app
28	2 sources or apps
13	3 sources or apps
4	4 sources or apps
3	5 sources or apps
6	6 or more sources or apps
2	No answer

⁹ For figures based on all phone news users, those who do not have apps are included with "Mostly through a web browser."

ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:

Q.62 When getting news on your phone, how often, if at all, do you do each of the following?
[RANDOMIZE ORDER OF A-C, FOLLOWED BY D-F]

	<u>Regularly</u> %	<u>Sometimes</u> %	<u>Hardly ever</u> %	<u>Never</u> %	<u>No answer</u> %
a. Check headlines June 29-Aug 8, 2012	53	32	9	5	1
b. Read in-depth articles June 29-Aug 8, 2012	11	50	26	12	1
c. Watch news videos June 29-Aug 8, 2012	6	26	37	29	2
d. Share news through email or social networking June 29-Aug 8, 2012	10	25	25	38	2
e. Receive news through email or social networking June 29-Aug 8, 2012	16	31	20	32	2
f. Post comments June 29-Aug 8, 2012	2	16	25	54	2

NO QUESTIONS 63-65

ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:

Q.66 How often, if ever, do you notice advertisements when you are getting news on your phone?

June 29-Aug 8 <u>2012</u>	
	%
Often	13
Sometimes	37
Hardly ever	30
Never	18
No answer	2

ASK IF EVER NOTICE ADVERTISEMENTS ON CELL PHONE (Q.66=1-3):

Q.67 How often, if ever, do you touch or click on ads when getting news on your phone?

June 29-Aug 8, 2012		
	<i>Based on news users</i>	<i>Based on notice ads</i>
	%	%
Often	1	1
Sometimes	11	14
Hardly ever	21	26
Never	47	59
No answer	1	1
<i>Do not notice ads</i>	20	--
	[N=1075]	[N=862]

NO QUESTION 68

ASK IF EVER TOUCH OR CLICK ON AN ADVERTISEMENT (Q.67= 1-3):

Q.69 How often, if ever, do you buy things from ads when getting news on your phone?

June 29-Aug 8, 2012		
<i>Based on</i>	<i>Based on</i>	
<i>news users</i>	<i>click ads</i>	
%	%	
1	3	Often
5	17	Sometimes
9	29	Hardly ever
16	50	Never
*	1	No answer
68	--	<i>Do not notice ads/Do not click on ads</i>
[N=1075]	[N=336]	

LAPTOP/DESKTOP AND PRINT SERIES

ASK IF GET NEWS ON TABLET OR SMARTPHONE (Q.14b=1-4 OR Q.54b=1-4) [N=1581]:

Q.70 How often, if at all, do you use a laptop or desktop computer to get news, including everything from the latest headlines to in-depth articles and commentary?

June 29-Aug 8	
<u>2012</u>	
%	
25	Several times a day
20	About once a day
19	A few times a week
11	About once a week
14	Less often
10	Never
1	No answer

ASK IF GET NEWS ON TABLET OR SMARTPHONE AND ON DESKTOP/LAPTOP AT LEAST WEEKLY (Q.70=1-4) [N=1217]:

Q.71 About how much time do you spend getting news on a laptop or desktop computer on a typical day? (Please use your best estimate.) [OPEN-ENDED]

a. Weekday

b. Weekend day

June 29-Aug 8	
<u>2012</u>	
%	
3	None
9	Less than 15 minutes
11	15-29 minutes
18	30-44 minutes
2	45-59 minutes
26	1 hour to less than 1 ½ hours
4	1 ½ hours to less than 2 hours
13	2 hours to less than 3 hours
12	3 hours or more
2	No answer
69	<i>Mean # of minutes¹⁰</i>

June 29-Aug 8	
<u>2012</u>	
%	
11	None
9	Less than 15 minutes
10	15-29 minutes
16	30-44 minutes
2	45-59 minutes
24	1 hour to less than 1 ½ hours
1	1 ½ hours to less than 2 hours
10	2 hours to less than 3 hours
11	3 hours or more
6	No answer
66	<i>Mean # of minutes</i>

¹⁰ Means exclude outliers of 5 hours (300 minutes) or more.

ASK IF GET NEWS ON MORE THAN ONE DIGITAL DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1 AND Q.70=1-4)) [N=1274]:

Q.72 Which of the two phrases would you say describes your news habits more?

June 29-Aug 8

2012

%

81	I mostly turn to the SAME sources for news on all my digital devices
18	I mostly turn to DIFFERENT sources for news depending on which device I am using
1	No answer

NO QUESTION 73

ASK IF GET NEWS ON TABLET OR SMARTPHONE (Q.14b=1-4 OR Q.54b=1-4) [N=1581]:

Q.74 How often, if at all, do you get news from publications in print, like a print newspaper or magazine?

June 29-Aug 8

2012

%

2	Several times a day
16	About once a day
13	A few times a week
16	About once a week
26	Less often
25	Never
2	No answer

ASK IF GET NEWS IN PRINT AT LEAST WEEKLY (Q.74=1-4) [N=856]:

Q.75 About how much time do you spend getting news from publications in print on a typical ...? (*Please use your best estimate.*) [OPEN-ENDED]

a. Weekday

b. Weekend day

June 29-Aug 8

2012

%

14	None
10	Less than 15 minutes
15	15-29 minutes
17	30-44 minutes
2	45-59 minutes
20	1 hour to less than 1 ½ hours
2	1 ½ hours to less than 2 hours
8	2 hours to less than 3 hours
4	3 hours or more
8	No answer
52	Mean # of minutes ¹¹

June 29-Aug 8

2012

%

10	None
7	Less than 15 minutes
11	15-29 minutes
19	30-44 minutes
5	45-59 minutes
24	1 hour to less than 1 ½ hours
3	1 ½ hours to less than 2 hours
9	2 hours to less than 3 hours
4	3 hours or more
7	No answer
57	Mean # of minutes

¹¹ Means exclude outliers of 5 hours (300 minutes) or more.

ASK IF GET NEWS IN PRINT AT LEAST WEEKLY (Q.74=1-4) [N=856]:

Q.76 On a typical weekday and weekend day, when do you usually get news from publications in print?
(Please check all that apply).

	June 29-Aug 8, 2012	
	<u>Weekday</u>	<u>Weekend day</u>
	%	%
NET: Get news once a day	62	74
NET: Get news more than once a day	18	12
No answer	21	14

BASED ON THOSE WHO GET NEWS ONCE PER WEEKDAY/WEEKEND:

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	35	24
b. In the morning (8 a.m. – 12 p.m.)	29	41
c. In the afternoon (12 p.m. – 5 p.m.)	16	19
d. In the evening (5 p.m. – 9 p.m.)	17	12
e. Late at night (after 9 p.m.)	3	3
	[N=573]	[N=627]

BASED ON THOSE WHO GET NEWS MORE THAN ONCE PER WEEKDAY/WEEKEND:

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	68	34
b. In the morning (8 a.m. – 12 p.m.)	55	63
c. In the afternoon (12 p.m. – 5 p.m.)	42	43
d. In the evening (5 p.m. – 9 p.m.)	52	67
e. Late at night (after 9 p.m.)	38	47
	[N=145]	[N=122]

Percentages represent the proportion of all weekly print news users who selected each answer.
Figures add to more than 100% for those who get news more than once a day.

ASK IF ANY SELECTED FOR 'WEEKDAY' IN Q.76

Q.77a On a typical weekday, when do you get news from publications in print MOST often?

ASK IF ANY SELECTED FOR 'WEEKEND' IN Q.76

Q.78a On a typical weekend day, when do you get news from publications in print MOST often?

BASED ON PRINT NEWS USERS WHO GET NEWS MORE THAN ONCE:

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
35	19	Early in the morning (before 8 a.m.)
32	40	In the morning (8 a.m. – 12 p.m.)
14	14	In the afternoon (12 p.m. – 5 p.m.)
13	16	In the evening (5 p.m. – 9 p.m.)
7	8	Late at night (after 9 p.m.)
0	3	No answer
[N=145]	[N=122]	

ASK IF ANY SELECTED FOR 'WEEKDAY' IN Q.76

Q.77b On a typical weekday, where do you tend to be when you get news from publications in print [INSERT ANSWER FROM Q.76 FOR WEEKDAY IF CHOSEN ONLY ONE OR ANSWER IN Q.77A; IF Q.77A IS REFUSED, SHOW WITHOUT ANY INSERT]?

ASK IF ANY SELECTED FOR 'WEEKEND' IN Q.76:

Q.78b On a typical weekend day, where do you tend to be when you get news on your phone [INSERT ANSWER FROM Q.76 FOR WEEKDAY IF CHOSEN ONLY ONE OR ANSWER IN Q.78A; IF Q.78A IS REFUSED, SHOW WITHOUT ANY INSERT]?

BASED ON PRINT NEWS USERS WHO GET NEWS ON WEEKDAY/WEEKEND:

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
81	91	At home
14	5	At work
3	2	Commuting or in transit (e.g. by car, train, or bus)
2	2	Somewhere else
1	*	No answer
[N=718]	[N=749]	

ASK IF GET NEWS IN PRINT AT LEAST WEEKLY (Q.74=1-4) [N=856]:

Q.79 When getting news from printed publications, how often, if at all, do you do each of the following? [RANDOMIZE ORDER]

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No answer</u>
	%	%	%	%	
a. Check headlines					
June 29-Aug 8, 2012	69	22	7	1	1
b. Read in-depth articles					
June 29-Aug 8, 2012	38	47	12	2	1

MULTI-DEVICE NEWS USERS

ASK IF GET NEWS ON MORE THAN ONE DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.74=1-4) OR (Q.54b=1-4 AND Q.74=1-4)):

Q.81 Which of the following would you say you prefer the most for getting news? [RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]

June 29-Aug 8, 2012				
<i>Based on respondents who get news from...</i>				
<i>Tablet, phone PC and print</i>	<i>Tablet, phone and PC</i>	<i>Tablet, PC and print</i>	<i>Phone, PC and print</i>	
%	%	%	%	
24	36	24	--	Tablet computer
41	45	29	45	Laptop/desktop computer
13	18	--	16	Cell phone
20	--	45	38	Printed publications
1	1	1	*	No answer
[N=143]	[N=104]	[N=242]	[N=328]	

ASK IF GET NEWS ON MORE THAN ONE DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.74=1-4) OR (Q.54b=1-4 AND Q.74=1-4)):

Q.82 Which of the following would you say you prefer the most for reading longer, in-depth articles?
[RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]

June 29-Aug 8, 2012

Based on respondents who get news from...

<i>Tablet, phone PC and print</i>	<i>Tablet, phone and PC</i>	<i>Tablet, PC and print</i>	<i>Phone, PC and print</i>	
%	%	%	%	
24	37	15	--	Tablet computer
36	58	20	33	Laptop/desktop computer
4	3	--	8	Cell phone
36	--	64	58	Printed publications
0	2	1	1	No answer
[N=143]	[N=104]	[N=242]	[N=328]	

ASK IF GET NEWS ON MORE THAN ONE DIGITAL DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1 AND Q.70=1-4)):

Q.83 Which of the following would you say you use most for sharing and receiving news through social networking? **[RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]**

June 29-Aug 8, 2012

Based on respondents who get news from...

<i>Tablet, phone PC and print</i>	<i>Tablet, phone and PC</i>	<i>Tablet, PC and print</i>	<i>Phone, PC and print</i>	
%	%	%	%	
24	22	24	--	Tablet computer
48	54	61	70	Laptop/desktop computer
22	20	--	26	Cell phone
6	4	15	4	No answer
[N=143]	[N=104]	[N=242]	[N=328]	

ASK IF GET NEWS ON TABLET AND SMARTPHONE (Q.14b=1-4 AND Q.54b=1-4) [N=304]:

Q.84 All in all, what would you say is the single biggest difference between how you get news on your tablet and on your **cell phone**? **[OPEN-ENDED]**

June 29-Aug 8

2012

%

35	Device Features
20	Screen size
6	Data plan
5	Text size
2	Apps
2	Wi-Fi access
1	Browser
3	Device features other
32	Usability
20	Reading articles is easier on a tablet
8	Phone easier to check headlines
2	Easier to navigate on tablet
2	Reading in-depth articles is more difficult on cell phone
2	Easier to see photos/images on tablet
1	Easy, non-specific
1	Easier to read, non-specific
4	Usability-other
17	Convenience
8	Portability
4	Mobility
2	Convenience
2	Use cell phone more regularly
3	Convenience-other
2	No difference between two devices
1	Other
7	Don't know
20	No answer

Figures do not add to 100% because multiple responses were allowed.

ASK IF GET NEWS ON TABLET AND LAPTOP/DESKTOP (Q.14b=1-4 AND Q.70=1-4) [N=622]:

Q.85 All in all, what would you say is the single biggest difference between how you get news on your tablet and on your **laptop/desktop** computer? [**OPEN-ENDED**]

June 29-Aug 8

2012

%

29	Usability
9	Have more regular use/More comfortable with laptop/desktop
6	Easier to navigate/use
3	Use a variety of news sources/articles on desktop
2	Easier to read
2	Only situational use of tablet
2	I prefer to use the tablet to read news
1	Easier to see images on desktop
1	Greater ability to multitask while using tablet
7	Usability-other
16	Device Features
11	Screen size/Bigger screen
5	Apps
3	Wi-Fi/Internet access
2	Faster
1	Text/print size
1	Video/Flash
1	Data plan
1	Print capabilities
1	Typing
5	Device features-other
16	Convenience
7	Mobility
5	Portability
4	Convenience
5	No difference between the two devices
*	Other
5	Don't know
23	No answer

Figures do not add to 100% because multiple responses were allowed.

NO QUESTIONS 86-89

RANDOMIZE ORDER OF Q.90, Q.91 AND Q.92

ASK IF GET NEWS ON MORE THAN ONE DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.74=1-4) OR (Q.54b=1-4 AND Q.74=1-4)):

Q.90 When getting news, which of the following do you **notice** ads on the most? [RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]

June 29-Aug 8, 2012

Based on respondents who get news from...

<i>Tablet, phone PC and print</i>	<i>Tablet, phone and PC</i>	<i>Tablet, PC and print</i>	<i>Phone, PC and print</i>	
%	%	%	%	
15	6	6	--	Tablet computer
28	38	19	34	Laptop/desktop computer
13	12	--	12	Cell phone
17	--	39	31	Printed publications
17	25	22	14	About the same on all of these
11	19	12	10	Don't notice ads on any of these
0	0	1	0	No answer
[N=143]	[N=104]	[N=242]	[N=328]	

ASK IF GET NEWS ON MORE THAN ONE DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.74=1-4) OR (Q.54b=1-4 AND Q.74=1-4)):

Q.91 When getting news, which of the following do you **like** ads on the most? [RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]

June 29-Aug 8, 2012

Based on respondents who get news from...

<i>Tablet, phone PC and print</i>	<i>Tablet, phone and PC</i>	<i>Tablet, PC and print</i>	<i>Phone, PC and print</i>	
%	%	%	%	
5	7	3	--	Tablet computer
19	13	7	11	Laptop/desktop computer
4	0	--	6	Cell phone
18	--	38	35	Printed publications
8	3	9	9	About the same on all of these
46	77	39	40	Don't notice ads on any of these
1	0	3	0	No answer
[N=143]	[N=104]	[N=242]	[N=328]	

ASK IF GET NEWS ON MORE THAN ONE DIGITAL DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1-4 AND Q.70=1-4)):

Q.92 When getting news, which of the following do you **click on or tap** ads on the most? [RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]

June 29-Aug 8, 2012

Based on respondents who get news from...

<i>Tablet, phone PC and print</i>	<i>Tablet, phone and PC</i>	<i>Tablet, PC and print</i>	<i>Phone, PC and print</i>	
%	%	%	%	
10	3	10	--	Tablet computer
25	12	21	25	Laptop/desktop computer
5	4	--	10	Cell phone
10	5	10	8	About the same on all of these
50	76	58	55	Don't notice ads on any of these
0	0	1	1	No answer
[N=143]	[N=104]	[N=242]	[N=328]	

NO QUESTIONS 93-99

SUBSCRIPTIONS

ASK ALL WHO GET NEWS ON ANY DIGITAL DEVICE (Q.14b=1-4 OR Q.54b=1-4 OR Q.70=1-4) [N=1595]:

Q.100 There are many ways that people can subscribe to or get access to news in print and digitally through a computer, tablet or cell phone. In the past 12 months, have you paid for any of the following types of subscriptions to get access to news, or not?

	<u>Yes</u> %	<u>No</u> %	<u>No answer</u> %
a. A print only subscription June 29-Aug 8, 2012	31	66	3
b. A digital only subscription that provides access on a computer, tablet or cell phone June 29-Aug 8, 2012	9	88	4
c. A subscription that provides both print and digital access June 29-Aug 8, 2012	14	81	4
NET Any digital subscription	19		
NET Any print subscription	36		

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14B = 1-4) AND IF HAVE A DIGITAL ONLY SUBSCRIPTION OR SUBSCRIPTION FOR BOTH DIGITAL AND PRINT (Q.100b=1 AND/OR Q.100c=1) [N=213]:

Q.100d Have you added any new subscriptions that include digital access since you got your tablet computer?

June 29-Aug 8	
<u>2012</u>	
%	
33	Yes
66	No
1	No answer

ASK IF HAVE PRINT SUBSCRIPTION (Q.100a=1 or Q.100c=1) [N=661]:

Q.101 Have you thought about giving up any of your print subscriptions in favor of just subscribing to those same publications digitally?

June 29-Aug 8	
<u>2012</u>	
%	
24	Yes
76	No
*	No answer

ASK IF MAY GIVE UP PRINT SUBSCRIPTION (Q.101=1) [N=161]:

Q.102 When do you think you might give up your print subscriptions in favor of just getting a digital subscription?

June 29-Aug 8, 2012

Based on Based on
have a may give
print sub up print sub

%	%	
9	38	In the next 6 months
4	17	More than 6 months from now but in the next year
2	10	More than a year from now
9	33	Not sure
*	2	No answer
76	--	Have a print subscription but not planning to give it up (Q101=2)
*	--	No answer to Q101

[N=661] [N=161]

ASK IF HAVE DIGITAL ONLY SUBSCRIPTION (Q.100b=1) [N=150]:

Q.103 Have any of these digital only subscriptions replaced a subscription that you used to get in print?

June 29-Aug 8

2012

%	
27	Yes
73	No
*	No answer

ASK IF HAVE NO SUBSCRIPTION (Q.100a=2 AND Q.100b=2 AND Q.100c=2) [N=840]:

Q.104 Are you currently considering paying for any news subscriptions or news content?

June 29-Aug 8

2012

%	
3	Yes
96	No
*	No answer

ASK IF TABLET USER (Q.12=1-5) [MULTIPLE MENTIONS ALLOWED] [N=1069]:

Q.105 What brand of tablet computer do you have?

June 29-Aug 8

2012

%	
52	Apple iPad
21	Kindle Fire
8	Samsung Galaxy
4	Nook color
3	Hewlett Packard (or HP) Touchpad
3	Asus
2	Blackberry Playbook
2	Acer
2	Toshiba
1	Motorola Xoom
1	Google
4	Android-other brand
1	Other
*	Don't know brand
2	No answer
48	NET:Kindle Fire/Android tablet

ASK IF TABLET USER (Q.12=1-5) [N=1069]:

Q.106 Do you have a mobile data plan through AT&T, Verizon or another carrier for your tablet computer?

June 29-Aug 8

2012

%

26 Yes

73 No

1 No answer

ASK IF SMARTPHONE OWNER (Q1a=1) [N=1399]:

Q.107 Which of the following best describes the type of cell phone or smartphone you have?

June 29-Aug 8

2012

%

44 Android phone

38 iPhone

10 Blackberry phone

4 Windows phone

2 Samsung

1 LG

* Don't know brand

1 No answer

46 *NET:Android phone*

ASK IF OWN EITHER TABLET OR SMARTPHONE [N=1928]:

SNS Do you regularly use social networking sites like Facebook, LinkedIn or Google Plus?

June 29-Aug 8

2012

%

58 Yes, regularly use social networking sites

41 No, do not regularly use social networking sites

1 No answer

ASK IF OWN EITHER TABLET OR SMARTPHONE [N=1928]:

EMPLOY Are you now employed full-time, part-time or not employed?

June 29-Aug 8

2012

%

53 Employed full-time

14 Employed part-time

32 Not employed

1 No answer